



WKMG

# ORDER

Flight Dates 09/25/12-10/03/12

Contract / Revision 260034 /  
Original Date / Revision 09/24/12 09/24/12  
Advertiser POL/FI Chamber of Commer

Product PLAKON FOR ST REP  
Agency Com 15%  
Billing Contact  
235 E. Virginia St.  
Tallahassee, FL 32301

Agency Southern Campaign Resour  
Buying Contact  
235 E. Virginia St.  
Tallahassee, FL 32301

Sales Office PHI  
Sales Region NAT  
Agency Ref

Order Sep 00:15:00  
Estimate #  
Alt Order # 06332491  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35+  
Rev Codes AGY POL ISSUE  
Product Codes PL-Issue  
Priority P-3  
Advertiser Ref

Primary Account Executive  
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 8750

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	4	\$6,375.00	\$7,500.00	0.00	08/27/12	09/30/12	4	\$6,375.00	\$7,500.00
October 2012	1	\$1,062.50	\$1,250.00	0.00	10/01/12	10/02/12	1	\$1,062.50	\$1,250.00
Totals	5	\$7,437.50	\$8,750.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WKMG	09/25/12	09/27/12	Local 6 News 12-1230p CM		12-1230p	-T-T---	:30	2	\$1,250.00	P-3	0.00 NM	2	\$2,500.00
				Local 6 News 12-1230p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-T---		2			\$1,250.00		0.00			
E 2	WKMG	10/02/12	10/02/12	Local 6 News 12-1230p CM		12-1230p	-1-----	:30	1	\$1,250.00	P-3	0.00 NM	1	\$1,250.00
				Local 6 News 12-1230p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-----		1			\$1,250.00		0.00			
E 3	WKMG	09/26/12	09/28/12	M-F 11p News	CM	11-1135p	--W-F--	:30	2	\$2,500.00	P-3	0.00 NM	2	\$5,000.00
				M-F 11p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W-F--		2			\$2,500.00		0.00			
													Totals	5 \$8,750.00